A COGNITIVE STYLISTIC ANALYSIS OF THE GAME
"LAUNCHA LIBRE"

Muhammad Hafiz Kurniawan
Universitas Ahmad Dahlan, Yogyakarta, Indonesia
muhammad.kurniawan@enlitera.uad.ac.id

ABSTRACT

Playing games are the common activities among teenagers nowadays, especially when smartphone becomes massive devices for every communication. Playing games on smartphone can be either a killing-time activity or a wasting time activity depends on the people who use that facility. However, games nowadays can be used for educational learning materials which make the students more engaged to the class. This analysis offers an insight to use the game as the one of materials in teaching linguistics. By analyzing the language use in the names of the game characters and the conceptual system of the game, this research can be brought into the linguistic class. This research not only focuses on the names of the game characters but also to the game's conceptual system which is used to promote the Mexican culture. The research method uses the screenshot feature of smartphone to collect the data and then the data were analyzed using cognitive stylistics. The names of the characters are created mostly by using puns and the game conceptual system is built basically by using metonymy.
Keywords: *Android game, cognitive stylistics, names of game characters, game's conceptual system.*

1. INTRODUCTION

For some people, playing videogames is no longer seen as the wasting activity, but they are seen as the way of gaining literacy (Gee, 2015: 13). Video games can be a medium for young learners in learning language through fun activity such as using images, and activities in the video games. For example, when the game instruction asks the gamer to press particular button to run, then the gamer will try to press that button in order to reach the basic goals of, in this case, action games. The gamer will know that the word 'run' is an activity of moving leg muscles and gaining speed by moving forward step by step. This, of course, makes the gamers play their role as learners as well. Video games are not only available in game-machine such as PSP, or PS4, but it is also available on Android™.

Nowadays, videogame manufacturers offer varieties on Android™ since smartphone is taking the important stage of communication around the world – as statistics calculated that in Indonesia there were41 million Android users or equal to 94% in South East Asia in 2015 (Rachman, 2015);98.5 million in U.S., and 1.86 billion users worldwide (Statista, 2015). The users are not only adults but also teenagers– there were 88% of mobile users in age of 18 - 24and the 86% mobile users in age of 25-44 compared to desktop users (Fluentco, 2016). Therefore, although some of games are played by teenagers – it is about 20.9% users (Ibid, 2016), adults – it is about 23.3% users (Ibid, 2016) – also take their chance to try the games. It means that adults also enjoy these kinds of games on android. Because of the audience, games not only offer graphics and background story, the game manufacturers also try to give something different and unique to the game players. These efforts may make their games survive.

One of the uniqueness that may make the game survive is the use of language. The use of language in the game, such as instruction, stories, and conversations, can influence the cognitive sides of the gamers so that the gamers can feel as if they are the character of the game (Gee, 2015: 20) and even can develop many benefits in the gamers' cognitive side (Granic et al. 2013: 68). By pressing some buttons, gamers can do many activities in the game, but they also try to make the gamers feel the uniqueness of the game from all aspects. One of the uniqueness aspects of the games is the use of

language beyond the conversation that may be considered funny and amusing. It also can come from the names of the characters in the game. The names of the characters may become the trademark of the game and also other games or may be other entertaining media such as movies, novels, or comics, so the game designers can make the name of characters seem amusing by bending the names into some funny names related to the game theme.

The way to bend the name of the game characters is using 'sound play' such as puns, alliteration, and blending. Although the term 'sound play' is not common in linguistics research particularly in phonetics and stylistics, this term seems good to explain the phenomena happened in the game entitled 'Launcha Libre™' or 'Free Launch' that is also available on Android™. This game is taken as the object of the research because of several reasons. The first reason is that this simple game gets 4.8 as its score in Google Play Store™, and the second reason is that this game offers not only amusing background story but also amusing character names; finally the third reason is that this game uses personification, metaphor, and metonymy.

The game is built in Android system and for the design, why this game is categorized as simple games; this video game has 2D image so it is like playing the old video games (Gee, 2009:21) since many videogames today are 3D and 4D image. Although some best seller games such as angry birds are still used 2D image. This videogame's background story is about the invasion of foods that come to life. They can run and hurt, for the

police characters because they holding the tiger trap on their helmets to slow down the characters that is considered as heroes who will save the human from gummy's invasion. What all the characters do in this video game is simple; they have to be launched by using elastic cable in boxing ring and crush many running gummies in particular speed. If they touch the ground, they will lose their speed.

2. Literature Review

The analyses of videogames have been discussed by many writers in the countless journal and books. Some of them are James P Gee who explored video games such as his research on Metal Gear Solid 4 (2009), and Thomas Was Alone (2015: 21-24). Those two researches have different emphasizes. The first one, James P Gee focuses on the cut scene of the game and explores the detail of the game such as the different result by deciding to do or not to do the actions in the game. In his explanation, he also emphasizes on the video game design that has meaning that all actions in the game determine how success you are in accomplishing the goals (or missions).

His second discussion about video games entitled Thomas Was Alone is rather different. He indeed still discussed about the design of video games, but he, then, connected it with text and syntactic structure and even discourse because the video games that is considered as simple video gameswith 2D images (Gee, 2015: 21). This game is tightly connected with text, semantics and discourse because this video game uses rectangles that must be organized to meet the goals of the video game. The way in organizing those rectangles is depended on the situation faced by the characters and how well the characters can organize syntactic structure of those rectangles.

The second researcher who takes the video game as the object is Alberto (2012). He discussed the translational method used in several video games. In his research, Alberto explained translation in several video games in regard to translational strategies. He emphasizes on the aspects of translations such as domestication and foreignization, no translation, transcreation, and literal translation. In his explanations, he also explained the effects of translation in several games that result in the meaning loss because such as jokes, and puns may be inadaptable in another culture.

3. Research Method

This section will be divided into two namely, method of collecting the data and method of analyzing the data. However, before this method is divided into two subparts, the research type should be clearly elaborated. This research is classified into descriptive research which the characters' name and cards for supporting the characters are included as the object of the research. The names of the characters in the game can be viewed as the new model of playing game by giving narrative flavor in it. The names of the characters and items which are used as the weapon and clothes in defeating the enemies are the part of the text too. However, this paper may not include the stories of the game as the main part of analysis, but the names of the characters

– both main character and supporting characters including sidekicks, enemies, and main character's friend –and the items and weapons which are used to help the characters in eliminating the enemies.

Given that the data are available in the game, the data were taken through the use of screenshot feature available on the smartphone device. Therefore, the data which were taken are originally in form of picture. The words from those pictures, then, are classified using the theory of cognitive stylistics. In this phase, the words of those cards taken from screenshot process are categorized using theories used in this research and after that those names are compared to the famous characters because of the names of the game characters are basically taken from the characters which preexist to make the players of the game remember to the preexisting characters.

4. Result and Discussion

The discussion on this paper will be divided into two parts and several subparts. The first part is under the name 'game play' and the second one is 'sound play', and the last part is 'word play', which will be discussed later after the first part. The term 'game play' is used in order that the personification, metaphor, and metonymy can be well-discussed because those figurative speeches are used in the conceptual system in the game. Although some of the hints lead to the interpretation of those figurative speeches are not only in conceptual system of the video game, but also in form of words in the cards that iconize

characters and abilities in the game. The enemies have a purpose to invade the world and the supporting characters help the main characters to help them handle the situation. In the game with all genres such as fiction, sci-fi, and even horror, that inanimate objects which come to live are commons because video games basically have story like movie and novel so it can be said that video game is the new form of literary story (Rishi, 2016) including video games in Android™ because some of video games are made into movie such as *Hitman, Assassin Creed, Resident Evil* and other numerous films. The term 'sound play' is used to depict how the game builder uses the sound repetition as the way to create some new characters with their characteristics and physical appearance. Meanwhile the term 'word play' is used to explain how the game creator made the name of the character by using blending and compound.

4.1 Game Play

In this part, some of figurative speeches that are applied in the game concept are discussed. The game successfully apply the figurative speeches in all characters in the game so cognitive linguistics here is taken as one of the theoretical approach because in cognitive linguistics, metaphor and metonymy are applied in conceptual ordinary system because it connects to ways of thinking (Ungerer and Schmid, 2004: 118). Cognitive linguistics which emphasize the words and their sounds, possible structures to construct, and connotations which will well-stored in the mind of people (Owen, 2012: 73) has the close connection to the style use (Simpson,

2004: 38). In the game, whose the characters are alive in the video game apply the figurative speech as their conceptual system although the systems are designed by game developers. However, the characters are created to live in the story background of the video game so their world changes as their world system changes.

4.1.1 Partonomies

This game is created originally by adopting the culture of Mexican which includes eating habits, wrestling, and folk music and celebration party. This might be the part of introducing the culture through the game so that the game players will be more familiar with Mexican culture. This culture is completely related to each other even in choosing the names of game characters.

Partonomies is the relationship between two or more lexemes that have the same link or chains so that it can be seen in conceptual system rather than a hierarchical relationship without links to each other (Ungerer and Schmid, 2004: 88-89). This partonimies can also be related to metonymy because basically metonymy is taken from the part of something for a larger entity (Ibid, pp. 90). The figure 1 below will show the partonimies of the game's conceptual system built by the game creator.
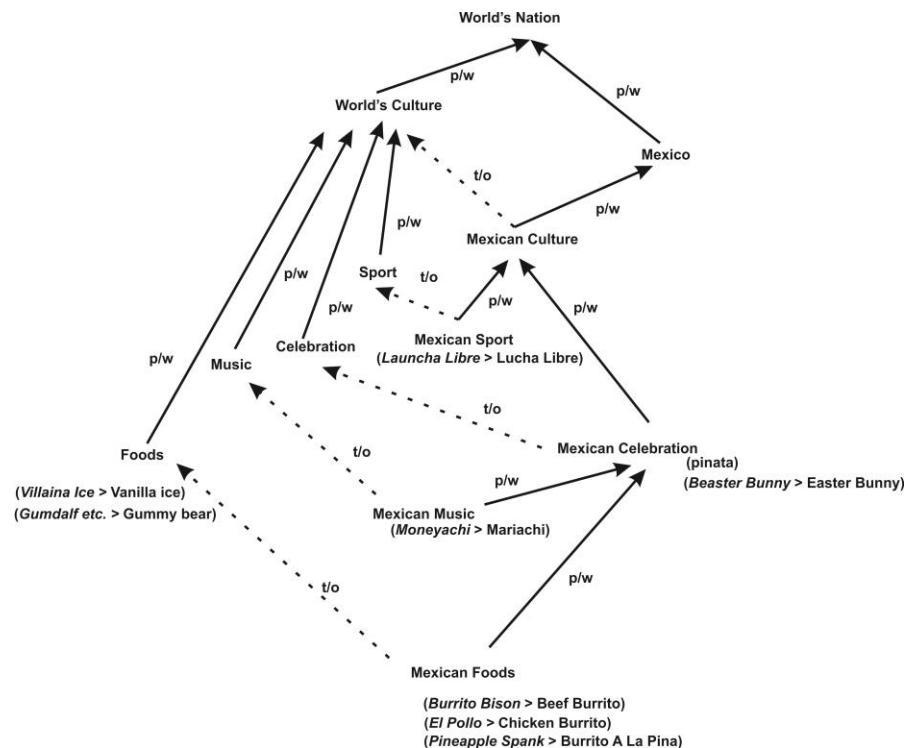

Fig. 1 Partonomies of the game's conceptual system
(Adopted from Ungerer and Schmid, 2004: 89)

The partonomies of the game's conceptual system as shown in figure 1 gives a convincing status that this game is used to promote the Mexican culture through the games. Moreover, the partonomies also shows that this system is metonymically built so that the game players will learn the culture of Mexico unintentionally both by showing the language such as burrito, taco, *el pollo*, and piñata.

4.1.2 Pictorial Simile and Depersonification

Simile here is also used to depict the character in the game. It means that the simile is not directly stated in verbal way by saying "A IS LIKE B" but somewhat more pictorial-based simile by creating the character to wear certain attire and attributes so it can be considered similar to the other things compared. The character called Burrito Bison is using bison-like mask with two horns. The mask here is used to refer to Mexican wrestling, Lucha Libre, that all wrestlers use masks when fighting. The iconic mask of bison here is used to make him bison-like man. The iconic masks are also used by the other two characters, El Pollo and Pineapple Spank. The name 'El Pollo' in English is also called 'The Chicken'. The reason why those two characters are taken along with Burrito Bison is that in Mexico menu, burrito can be filled with chicken and pineapple and pineapple is used to add sweet flavor in burrito (Real

Mom Kitchen, 2017). The filling in the burrito are also preferable when using bison meat in Mexican menu because of its low calories (The center for Medical Weight Loss, 2017) this is why these three characters can be classified as de-personification because of the way they are compared to food. Moreover, the buddies which help them such as chili, tomatoes sauce bottle, tacos, and peso are the way to strengthen the de-personification applied on these three characters because chili is used to make some foods very hot and tomato sauce can enrich the food flavor (Brown, 2008: 366). Burritos are also accompanied by tacos as snack and those foods should be paid using pesos.

Burrito Bison character – when the word 'bison' is translated into Spanish –is called bisonteand the word 'bisonte' or bison is masculine noun (Oxford, 2017). Furthermore, the reason why character named Pineapple Spank is female because the word 'pineapple' or 'piña' in Spanish is feminine noun (Oxford, 2017) and the character El Pollo is a man because of its article 'el' that indicates masculine noun (Nissenberg, 2004: 190). The strengthening hints that these characters are depersonified (Tarigan, 1985: 21) or objectified are the name of the main character "burrito" which is known as Mexican food. Deporsinification which has the root from personification can be

included as the part of metaphor (Wales, 2011: 314) (Lakoff and Johnsen, 2003: 33) because it is comparing human with inanimate objects.

4.1.3 Metaphor

Metaphor is used in many aspects in this game such as in the character naming and the upgrade cards to upgrade the main characters' ability. The first metaphor is in the buddies' character such as chili bomb and rocket fuel. Chili bomb can be categorized as pictorial metaphor because chili, as the target, is equalized with bomb, as the source. The form of its character and the name of the character strengthen the sense of metaphor from both sides, pictorial (non-linguistic) and verbal metaphor.

The sharing attribute between them is the burning feeling – as one of the Hiroshima survivors told that the burning feeling after being bombed (McCurry, 2015) and this is the same as the food eaters who will feel the burning feeling or hot feeling after eating chili. The hint of burning feeling after eating chili can be

seen in the polysemy of word hot that can be referred to spicy (Hot, 2017) because polysemy is motivated by metaphor (Evans and Green, 2006: 38).

4.2 Sound Play

The second part of this discussion will discuss the 'sound play' used in the video games. The term 'sound play' here is used to discover the reason behind the character's name which is taken from the famous characters to avoid the copyright claim and also to make the name of the character easier to remember. Therefore, in this discussion it will be divided into three parts namely 1) puns, 2) alliteration, and 3) metathesis.

4.2.1 Puns

The use of puns in the name of the characters in the *Launcha Libre* android game is considered many. Puns can be seen by comparing the name of famous characters to the name of the game characters. Here is the pun which can be found in the name of the characters.

Table 1. Comparison of characters name on the game *LaunchaLibre* and Existing Characters (from Movies, Story, Toy and Novels), Words, and Foods.

No.	LuchaLibre (the name of Mexican wrestling)	LaunchaLibre (an android game)
	The name of the famous characters	**The name of the game characters**
1	**Gundalf** (a great wizard, with a long white beard, cone hat, and a long stick, is a character in the film the Hobbit and Lord of the Ring)	**Gumdalf** (from the word 'gum', a gummy bear wearing wizard's costume and attributes such as flying broom, cone hat, and long white beard)
2	**Teddy Bear** (the most famous bear doll from the soft material used to be hugged)	**Teddy Flare** (a bear gummy bringing a flare)
3	**Harry Potter** (the main character in the novel and movies Harry Potter)	**Hunny Potter** (a gummy bear using bee costume flying like a bee and bringing a pot of honey)
4	**Jolly Roger** (a pirate's flag with a skull and crossbones on a black background)	**Jelly Roger** (a gummy bear bringing a bomb and wearing the pirate's attire)
5	**Great Gatsby** (the name of movie "The Great Gatsby	**Great Gumsby** (from the word 'gum' and a gummy bear wearing a

	released in 2013)	black suit, top hat, and a magic wand and standing on the flying glove)
6	**Easter Bunny** (an imaginary rabbit said to bring gifts to Children at Easter.	**Beaster Bunny (**from blending Beast and Easter, a muscular bunny who becomes a wresteler)
7	**Bernard** (a serial TV for children starred by a polar bear)	**Bearnerd**(a bear with a pair of glasses, it is from blending bear + nerd)
8	**John Cena**(a famous wrestler and movie actor)	**John Zzzeena**(a fly with a wrestler attire)
9	**Mariachi** (a traditional Mexican folk music, performed by a small group of strolling musicians dressed in native costumes (Oxford Online Dictionary, 2018)	**Moneyachi**(from Money + -achi) a pair of coins which wear traditional costume commonly used by Mariachi)
10	**Prickly Pear** (a fruit taken from a part of cactus with Latin name 'Opuntiaficus-indica')	**Prickly Pear** (a gummy bear wearing a prickly costume while riding a ballon)
11	**Pontius Pilate**(a governor in Roman era who presided the trial of Jesus)	**Puncheus Pilot**(a gummy bear wearing a helmet like a pilot, and controlling a machine which moves by punching everything on the ground)
12	**Terminator**(a movie which imagine how if the robot take over the world)	**Cookinator**(from cook + terminator, a gummy bear wearing chef attire riding a flying pan with rocket and a hand holding frying pan to cook)
13	**Paparazzi** (photographers who follow some famous figure to take their picture for magazine)	**Tacorazzi**(from taco + paparazzi, a taco using a camera to take the enemy's picture so that the enemy freeze because of the flash)
14	**Armageddon**(the end of the world)	**Dr. Wormageddon**(from worm + Armageddon, a gummy wearing glasses and rocket pack with a jar containing a worm which can be bigger once out of the jar)
15	**Vanilla ice**(an ice cream cone with vanilla flavor)	**Villaina ice** (an ice cream using a cone to be its wizard-like hat and wearing a wizard costume with magic wand)
16	**Robber**(a person who steal money from someone)	**Robbear**(from rob + bear, a gummy bear wearing a convict attire brings a bag of money on its head)
17	**Pezo Pals**(a teddy bear toy with soft material customized with modern technology)	**Peso Pals**(a pair of peso which double up the money of the three main characters)
18	**Lawbreaker**(a game where the players in the game wearing a robot-like armor)	**Jawbreaker**(a gum with robotic costume)
19	**Wannabe**(a person who wants to achieve something but usually this person failed)	**Wannabear**(a gummy bear riding a rocket flies in the sky and offers an extra rocket fuel to three main characters)

The table 1 above shows that the unique names of game Launcha Libre characters which are basically taken from characters which exist in movies, novels, story, and toy. Those names of the game characters are considered puns because of the similarity between the game character and the movies, toy, story, and novel. It can be divided into categories based on the kinds of puns.

4.2.1.1 Close Sounding Pun

Close sounding pun has similarity in several sound but shows the difference only in one or two sounds in the words (Lems, 2011: 199) and this is applied in the characters' names. These names will be so familiar to the movie goers and readers. By reading these characters name, the players will remember the characters exist in some movies and novels.

1. Gandalf [gʌndɑlf] and Gumdalf [gʌmdɑlf]
2. Jolly [ʤɔl.i] and Jelly [ʤel.i]
3. Harry [hær.i] and Hunny [hʌn.i]
4. Bernard [bærnɑːd] and Bearnerd [bærnɜːd]
5. Gatsby [gʌtsbi] and Gumsby [gʌmsbi]
6. Mariachi [mɑrijɑtʃi] and Moneyachi [Mʌnijɑtʃi]
7. Bear [beəʳ] and Flare [fleəʳ]
8. Easter [iːstəʳ] and Beaster [biːstəʳ]
9. Pontius Pilate [pɔntʃəs] [paɪ.eɪt] and Puncheus Pilot [pʌntʃəs] [paɪ.lət]

10. Cena [sina] and Zzzeena [zi:na]and others in data 9, 11, 12, 13, 14, 15, 16, 17, and 18 in table 1.

Those three names in right side have similarity to the names in the left side number 1 until 3. The slight different between both names which is compared in each number is [m] and [n], [ɔ] and [e], and [ær] and [ʌn] respectively that makes them a close sounding pun. These minimal pairs in number 1 and 2 can be elaborated in detail below (this analysis is adopted from Parker (1986: 32)):

$$/n/ = \begin{bmatrix} +\text{ALVEOLAR} \\ +\text{NASAL} \\ +\text{STOP} \end{bmatrix} \text{and } /m/ = \begin{bmatrix} +\text{BILABIAL} \\ +\text{NASAL} \\ +\text{STOP} \end{bmatrix}$$

Although both of them can be both categorized as voiced (Parker, 1986: 92) and as stops (Mc Mahon, 2002: 28) since stop is defined as complete and temporal obstruction in oral cavity (Ibid, p. 28).

$$/ɔ/ = \begin{bmatrix} -\text{HIGH} \\ +\text{LOW} \\ +\text{BACK} \\ +\text{TENSE} \\ +\text{ROUND} \end{bmatrix} \text{and } /e/ = \begin{bmatrix} -\text{HIGH} \\ +\text{MID} \\ +\text{FRONT} \\ +\text{TENSE} \\ +\text{SPREAD} \end{bmatrix}$$

While number 3 has two different sounds, first is vowel /æ/ and /ʌ/ and the second is consonant /r/ and /n/. The first difference is vowel and the second is consonant that will be explained below:

$$/æ/ = \begin{bmatrix} -\text{HIGH} \\ +\text{LOW} \\ +\text{FRONT} \\ +\text{LAX} \\ +\text{SPREAD} \end{bmatrix} \text{and } /ʌ/ = \begin{bmatrix} -\text{HIGH} \\ +\text{MID} \\ +\text{FRONT} \\ +\text{LAX} \\ +\text{SPREAD} \end{bmatrix}$$

$$/r/ = \begin{bmatrix} +\text{ALVEOLAR} \\ +\text{LIQUID} \\ +\text{VOICE} \end{bmatrix} \text{and } /n/ = \begin{bmatrix} +\text{ALVEOLAR} \\ +\text{NASAL} \\ +\text{STOP} \end{bmatrix}$$

In number 4, it has the same case as in number 2 which only has the different

sound in vowel but the vowel, of course, different. In number 4, the different sound of vowel is /ɑ/ and /ɜ/ that can be differentiated by their features shown below.

$$/ɑ/ = \begin{bmatrix} -\text{HIGH} \\ +\text{LOW} \\ +\text{BACK} \\ +\text{LAX} \\ +\text{SPREAD} \end{bmatrix} \text{and } /ɜ/ = \begin{bmatrix} -\text{HIGH} \\ +\text{MID} \\ +\text{BACK} \\ +\text{LAX} \\ +\text{SPREAD} \end{bmatrix}$$

In number 5, the analysis of the difference between 'Gatsby' and 'Gumsby' is rather the same as in number 1 because there is only one distinctive feature which makes them different. The eye-catching different in both words is that those two words has [t] and [m] sound in the middle so that the place of articulation of those two sounds is quite different. It can be seen in the analysis below.

$$/t/ = \begin{bmatrix} +\text{ALVEOLAR} \\ +\text{PLOSIVE} \\ +\text{STOP} \\ -\text{VOICE} \end{bmatrix} \text{and } /m/ = \begin{bmatrix} +\text{BILABIAL} \\ +\text{NASAL} \\ +\text{STOP} \\ +\text{VOICE} \end{bmatrix}$$

Moreover, the last is the name of the game *LaunchaLibre*is similar to the name of Mexican Wrestling *LuchaLibre*. This is called as lexical deviation because there is a word form violation (Leech, 1969: 42) by adding suffix {a} in the end of the word which is not common in English, but common in Spanish because this suffix {a} is to sign the female gender of a word (Parker, 1986: 80). The new form of word is only for making this game title similar to the Mexican Wrestling and it will be heard and pronounced the same because of the slightest different between those two words. Although, in the word *lucha*[lutʃa] there is no nasal in middle like in the word

launcha[lɔ:ntʃɑ] this is also called as close saoundingbecause these two words have similarity in the initial consonant [l] and [tʃ] and also end with the same vowel [ɑ]. This also happen to data number 6, which make the new suffix {-achi} to the word money. This suffix is not common in both languages, English and Spanish; this is made to make the sound of those two words particularly similar.

4.2.1.2 Soundalike Pun

Sound alike pun is a kind of pun that is like a homophone, which has similarity in sound but different in spelling (Lems, 2011: 198). The 'soundalike pun' can be found in 'Prickly Pear' and 'Prickly Pair' as in table 1 number 10. This is called as 'soundalike pun' because of their similar pronunciation. The 'Prickly Pear' is transcribed into [priklipeəʳ] and 'Prickly Pair' is also transcribed similarly; however,

they are pronounced differently. The meaning of those words is also different because 'pear' is a kind of fruits while 'pair' is two things with similar appearance, size, and etc.

4.2.2 Alliteration

It is different from the previous discussion about rhyme which tends to see the sound in the final of the words, this repetition pays attention to the beginning or initial sound of the word. Some expert said that this alliteration is the part of rhyme too but the place is just in reverse or called as initial rhyme (Wales, 2011, 371) because it repeats the initial sound of a word. This repetition is found in the names of the game characters as shown below.

Table 2.The characters in LauncaLibre which use alliteration in their names.

No.	Name of the Characters	Description	Sound repeated
1.	Burito Bison	A muscular man with bison-like mask used for Mexican Wrestling	[b]/[b]
2.	Prickly Pair	A gummy bear wearing a prickly costume rides a balloon.	[p]/[p]
3.	Puncheus Pilot	A gummy bear using a helmet and a machine which punching everything to make it go forward.	[p]/[p]
4.	Peso Pals	Two coins partake as the buddy of those three characters to double up the bonus money from the game.	[p]/[p]
5.	Beaster Bunny	A muscular and big bunny with wrestler attire.	[b]/[b]
6.	LaunchaLibre	The meaning of this phrase is 'free launch' because basically this game starts by launching the three main characters to defeat the enemies.	[l]/[l]

The table two above shows that those six names of the game characters apply initial sound repetition, which is known as alliteration. This alliteration is used to make the names of the characters easy to be remembered by the game players while five of six characters, names number two (2) until number six (6), make the game players remember existing events, characters, and even foods.

4.2.3 Metathesis

In this game, LaunchaLibre, the sound changing is also found in the data. Metathesis known as the change of sound position (Campbell, 1998: 37) is applied in the enemy's name, Villaina Ice, which is originally taken from vanilla ice. This name applies metathesis because of the change of sound nl>ln. This change is needed to

make the name of character same to the word, villain that means a bad person.

4.3 Word Play

In this part, the analysis will continue to look at how the names of the game characters are created. Some of them are made by applying close sounding pun and soundalike pun while the others are made by blending and compound. This part is called as word play because the names of the game characters are made by paying more attention to how the words are arranged so that it can be suitable to the game builder wants, or it can be said that the play with the words.

4.3.1 Blending

The first way to make a characters' name is by using blending. Blending is the combination of two different lexemes (Katamba, 1994: 128) but by shortening one or both lexemes phonologically (Bauer, 2006: 501). In the table below, the blending process of creating the names of game characters will be shown.

Table 3.The blending process of the names of game characters.

No.	The Names of Game Characters	Blending Process	Reason behind blending
1.	Beaster Bunny	Beast + Easter = Beaster	The similar sound is east [iːst]
2.	Tacorazzi	Taco + Paparazzi = Tacorazzi	The similar syllable in Papa and Taco.
3.	Moneyachi	Money + Mariachi = Moneyachi	The similar initial sound [m] and final sound [i]
4.	Dr. Wormageddon	Worm + Armageddon = Wormageddon	The similar end [m] of Arm [ɑːm] and Worm [wɜːm]
5.	Robbear	Rob + Bear = Robbear	The similar initial sound of bear and final sound of rob.
6.	Wannabear	Wanna + Bear = Wannabear	The similar initial sound of be and bear.
7.	Cookinator	Cook + Terminator = Cookinator	The similar syllable in cook and term in terminator

The table 3 above shows that the process of blending cannot be separated from paying attention to the similarity of both lexemes. The similarity of the sound and syllable is the foundation to make blending process sound and smooth. From those reasons behind blending process, they can be categorized further based on their process.

4.3.1.1 Similar Sound and Syllable

Blending because of similar sound can be seen in the names of game characters number 1, 3, 4, and 6. The comparison of both lexemes' sound can be the good way to see how similar the sounds they have. It will be further elaborated below.

1. East [iːst] and Beast [biːst]
3. Mariachi [mɑrijɑtʃi] and Moneyachi [mʌnijɑtʃi]

4. Armageddon [ɑː.məˈged.ᵊn] and Wormageddon [wɜː.məˈged.ᵊn]
6. Wannabe [wɑːnəbi] and Wannabear [wɑːnəbeəʳ]

The sound is not only the factor of the blending process can be sound and smooth. The similar syllable is also the other factors of blending process. The analysis below can elaborate the syllable of word east in Easter and beast in Beaster and money in Moneyachi and mari in Mariachi.

[i:st] in Easter

[bi:st] in Beaster

‘[mʌni] in moneyachi
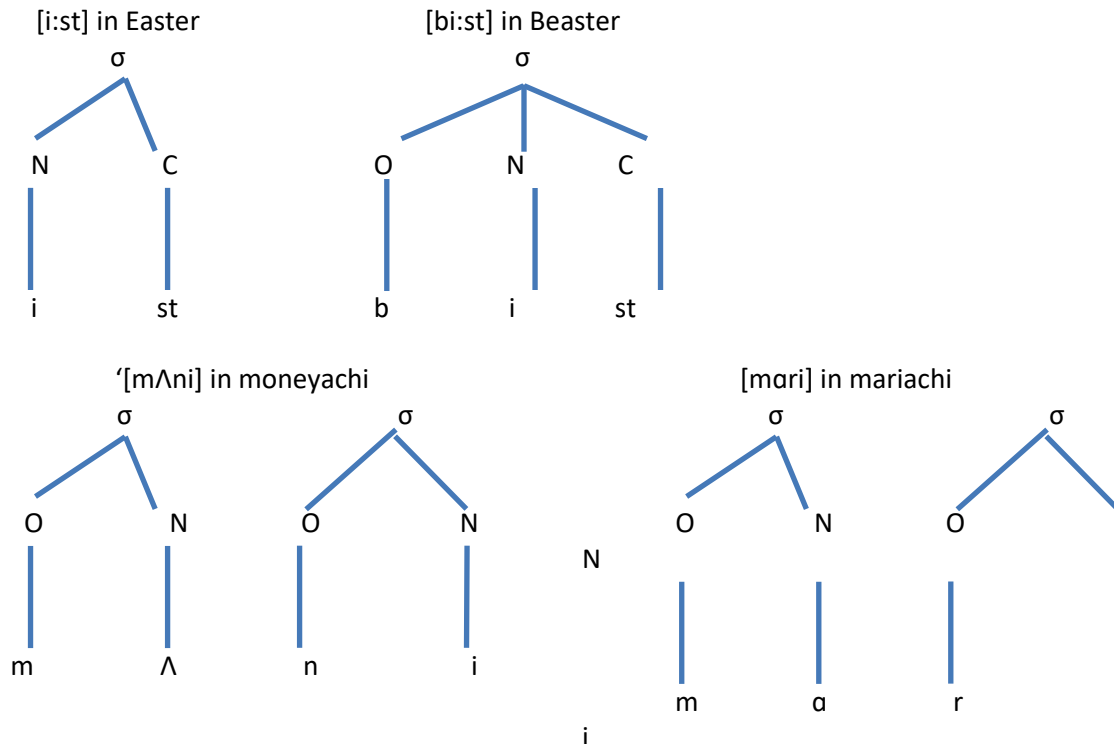
[mɑri] in mariachi

The analysis above shows that the syllable between East and Beast in Easter and Beaster respectivelyand money and mari in Moneyachi and Mariachi have the same syllable. The syllable of East in Easter and Beast in Beaster is only one syllable which is symbolized by σand in the word money and mari in Moneyachi and Mariachi has similar number of syllable. Both of those words have two syllables. The same things also happen to the words arm in Armageddon and worm in Wormageddon, but the word 'arm' has segment nucleus [ɑ] and coda [m] while the word 'worm' has complete elements: onset [w], nucleus [ɜ] and coda [m]. Furthermore, the words 'be' and 'bear' have different segments. The word 'be' has onset [b] and nucleus [i], while the word 'bear' has more complete segments onset [b], nucleus [eə] and coda [r].

4.3.1.2 Similar Syllable Only

In the other hand, there are two names which has the same syllable only not the similar sound between those two lexemes. The names of game characters which only have the same syllable are found in the names 'Tacorazzi' and
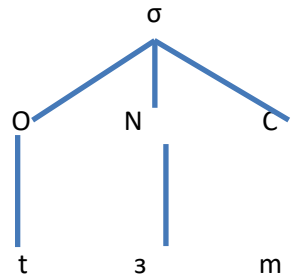
'Cookinator'. The name 'Tacorazzi' has the same syllable to Paparazzi because the words 'taco' and 'papa' have the same number of syllable. In other words, both of them have two syllables which will be elaborated below.
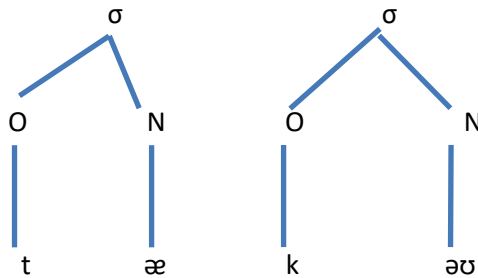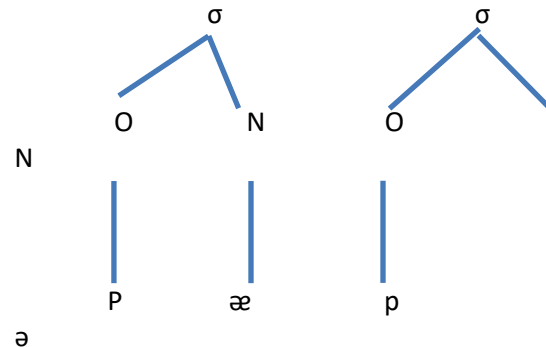
[kʊk] cook in Cookinator
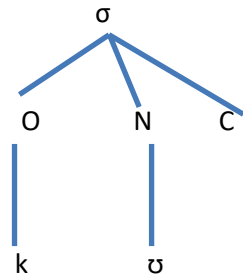
[tɜːm] term in Terminator

σ

O N C

k ʊ k

σ

O N C

t ɜ m

[tækəʊ] taco in Tacorazzi

[pæpə] papa in Paparazzi

σ

O N

t æ

σ

O N

k əʊ

σ

O N

P æ

σ

O

p

N

ə

The similarity in the numbers of syllable makes the blending process can be feasible and not awkwardly pronounce by the game players. Although, the process of blending is not like what usually happen in common blending process, all of those blending process have the similarity to the common blending process. The common blending process needs a trim in each of both blending-process-candidate lexemes like in the word 'smog' which is originally from sm~~oke~~ + ~~f~~og, and 'brunch' from br~~eakfast~~ + ~~l~~unch (Bauer, 2011: 501). However, in some cases like what happen to the word 'sexploitation' in which two of those lexemes are still easier to see the original lexemes before

it blends (Ibid, pp. 501). This is the same as the blending process of the names of the game characters. All of them are following the common words or characters as the main core and cut the first or the last syllable of the original lexemes to replace with the new characters of the game builders want.

4.3.2 Compound

The compound process which the first lexeme modifies the second (Booij, 2007:75) also undergoes in creating names of game characters. This compound process can be found in the name of characters such as bearnerd (bear + nerd), and Jawbreaker (jaw + breaker). This compound process is inflicted the same class in each lexemes.

Both of them are noun + noun compound.

5. CONCLUSION

This game contains so many puns which are used to make the game players remember the existing characters that they know before from novels, movies, foods or existing words in dictionary. In the same time this game is also used to promote the Mexican culture through its conceptual system as what is elaborated in partonomies which is also known as the basic notion of metonymy. This game, therefore, can be a possible teaching material for linguistics teachers so that the students can be more engaged to the course because of the material used by the teachers is familiar to them.

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